



Idle Reduction through Advanced Travel Center Electrification® (ATE)

Clean Cities Coordinators' Webcast
Thursday, July 26, 2007

IdleAire
Life. Improved.

IdleAire ATE®

- Comprehensive Technology
 - ✓ Idling alternative
 - ✓ Improved driver environment
 - ✓ Driver retention / recruiting
 - ✓ Remote training tool
 - ✓ Truckstop financial incentive
- Network of 121 Locations in 32 States
- ~7,850 ATE Parking Spaces
- 18.4 Million Hours of Service
- More Than 1 Million Visits
- 18+ Million Gallons of Fuel Conserved
- 194,000+ Metric Tons Diesel Emissions Prevented
- No Expensive Truck Retrofits
- **PROVEN!**



IdleAire Today

■ Company History

- Incorporated in 2000. Headquartered in Knoxville, TN
- Two IdleAire Patents for HVAC, Electricity and Other Services to a “parked vehicle”
- \$500+ Million Invested in Proven Solution

■ Awards

- *R&D Magazine*: “One of the 100 most technologically significant products for 2002”
- U.S. EPA & State of Texas: Clean Air Excellence Awards
- California: Governor’s Environmental and Economic Leadership Award
- *2003 Signpost Survey*: 1,143 Random Drivers. IdleAire Rated Among Most Requested Non-Payroll Benefits

The ATE® Intelligent Truss System



- Safe Remote Controlled Electricity
- National Electric Code §626 Compliant
- Easy Access for Upgrades and Maintenance
- Safe from Impact and Water Damage
- Safe Pull-Through or Nose-In Parking
- No Net Parking Space Loss in Truckstops

Overhead Services Delivery ATE ShorePower & More

Standard Services

- Remote Controlled Power
- 120/208 VAC ShorePower
- Filtered, UV Treated Heat and Air
- In-Cab Touch Screen Computer
 - Services Access and Control
 - Internet Access & Email
- Satellite TV
- Telephone Connection

Optional Services

- Video & Movies on Demand
- In-Cab Training (J.J. Keller)
- Discount Long Distance Calling
- Ethernet & WiFi Internet Connections
- Gold Member Discount Card



The ATE System Service Module (front)

Night Light

Lighted On/Off Button for the screen, so you can find it easily in the dark

120V Electric Outlets

Inside and Outside your Cab for appliances, block/fuel heaters and other accessories

High Speed Internet

High-Speed Ethernet Port for Internet on your Computer - Wireless Internet also available

Filtered Heat & A/C

Thermostat controlled filtered air flow recycled from your cab

Card Reader

Slide Your Member Card and follow instructions

Built-in TouchScreen Computer

Control Your IdleAire Services & Surf the Internet

Help

Available 24/7. On-Screen Context Sensitive Help, dial *611 from your Cab Phone or 877-738-7024 from any phone.

Go Buttons

One Touch Access to Main Functions

USB Ports

Use a Keyboard or mouse

Telephone

Plug in a regular phone for incoming and outgoing calls. Dial *611 for Customer Support

Television

Connect your TV with standard COAX cable for Television Programming



Easy Access Simple Installation

1 Park in IdleAire Space



2 Install Window Adapter



3 Insert Service Module Into Window Adapter



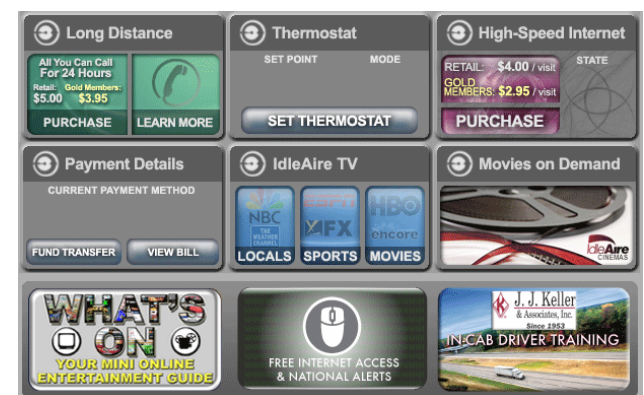
4 Open Service Module



5 Pay for the Services You Want in Your Cab



6 Make Your Choices



Products and Services

Basic Services (Fleet Paid)

- HVAC and Shore Power Electricity
- Basic Satellite TV (22 channels)
- Local Telephone
- Internet Access
- 24 Hour Onsite & Telephone Support
- Cost of Basic Services
 - \$2.18/hr Retail
 - \$1.85/hr Fleet / Gold Card Discount

Other Products

- Annual Gold Card Membership
- Computer Accessories
- Truck Window Adapter Units
- J.J. Keller Video Training Lessons

Premium Services (Driver Option)

- Premium Satellite TV Channels (66 channels)
- Movies-on-Demand
- Ethernet or Wireless Internet Access
- Unlimited Long Distance Telephone

Other Benefits

- 24-Hour Staff
 - Safer Parking Lot
 - Better Driver Support
 - Driver and Load Security
- 24-Hour Telephone Support
- No Truckstop Investment

Basic TV

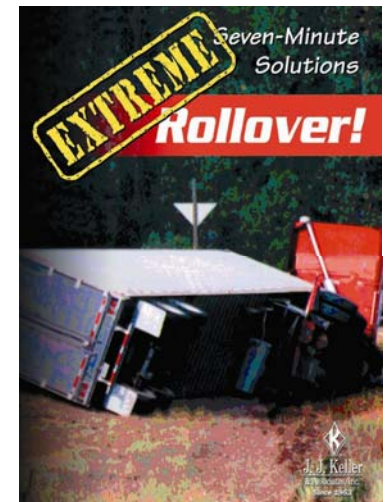
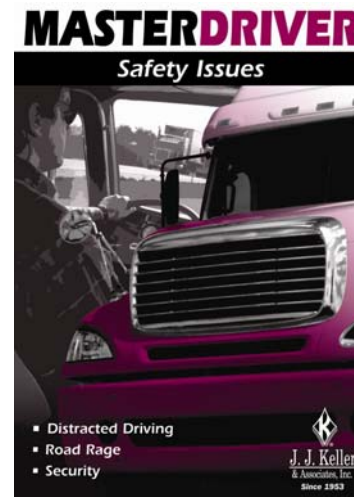


Premium TV



J.J. Keller In-Cab Driver Training

- Industry's Most Popular Driver Training Program
- Exclusive Nationwide License
- Interactive In-Cab Training & Testing
- Safety and Skills Training
- Driver Certification
- Keeps Drivers on the Road



All ATE® Partners Benefit

Fleet Owners

Reduces Fuel, Maintenance and Insurance Costs

Hedge Against 120% Driver Turnover

Improves Communications and Logistics Management

Truck Drivers

Filtered/UV-Treated HVAC
Stops Idling Noise & Vibration
Improves Quality of Rest
New Entertainment & Communication Features



Truckstops & Fleet Terminals

No Capital Investment (Infinite ROI)
Substantial Parking Lot Revenues
Stops Idling Noise & Emissions
Competitive Advantage in Attracting Drivers

Environment & Community

Stops Idling Noise
Stops Idling Emissions
Compliance with Clean Air Act

Stops Fuel Waste
Efficient Energy Use
Improves Highway Safety

Reduces Health Costs
Stops CO Poisoning
Reduces Illegal Parking

Strong Relationship With Travel Center Operators

Secured Real Estate Beach Head

- Nationwide Agreements with 3 of Top 4 Travel Center Operators
 - “Best of Best” travel center sites drivers use regularly
 - 7 of the top 8 travel centers and associations
- Commitments for 82% of the Corporate Travel Centers or 48% of the Travel Center Industry
 - 550+ travel centers
 - 73,000 + spaces
 - Most agreements with no installation time requirements

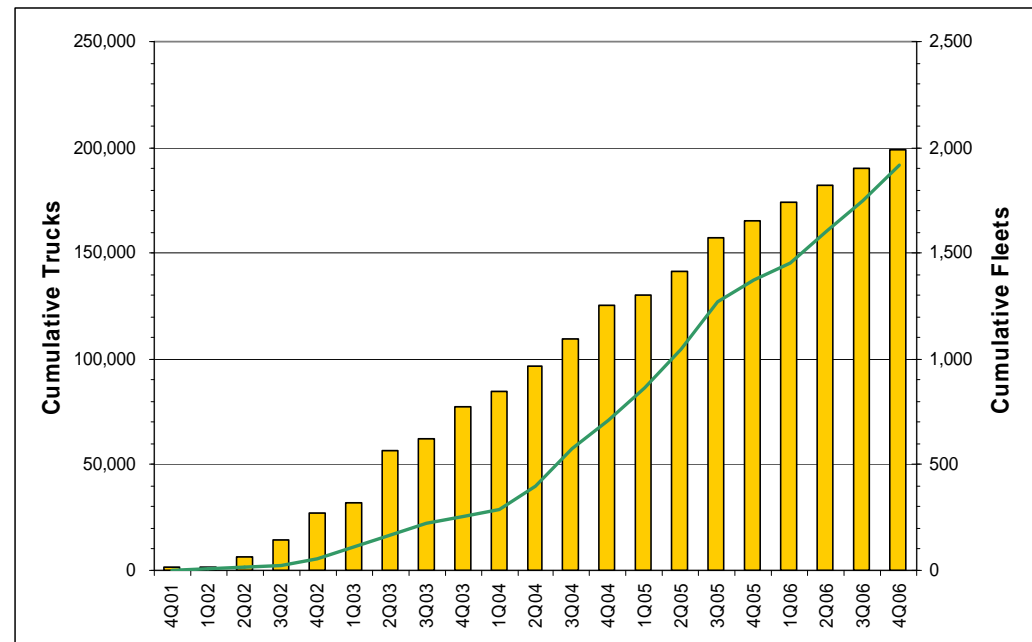


Strong Momentum With Fleet Operators

- **2,000 Fleets**
200,000 Trucks
 - 15% “fleet” Retail Discount
 - 30% of the Largest 118 U.S. Long-Haul Fleets
- **Owner-Operators were the Early Adopters**
 - Driven by Personal Economics
- **More Locations = Increased Fleet Usage**



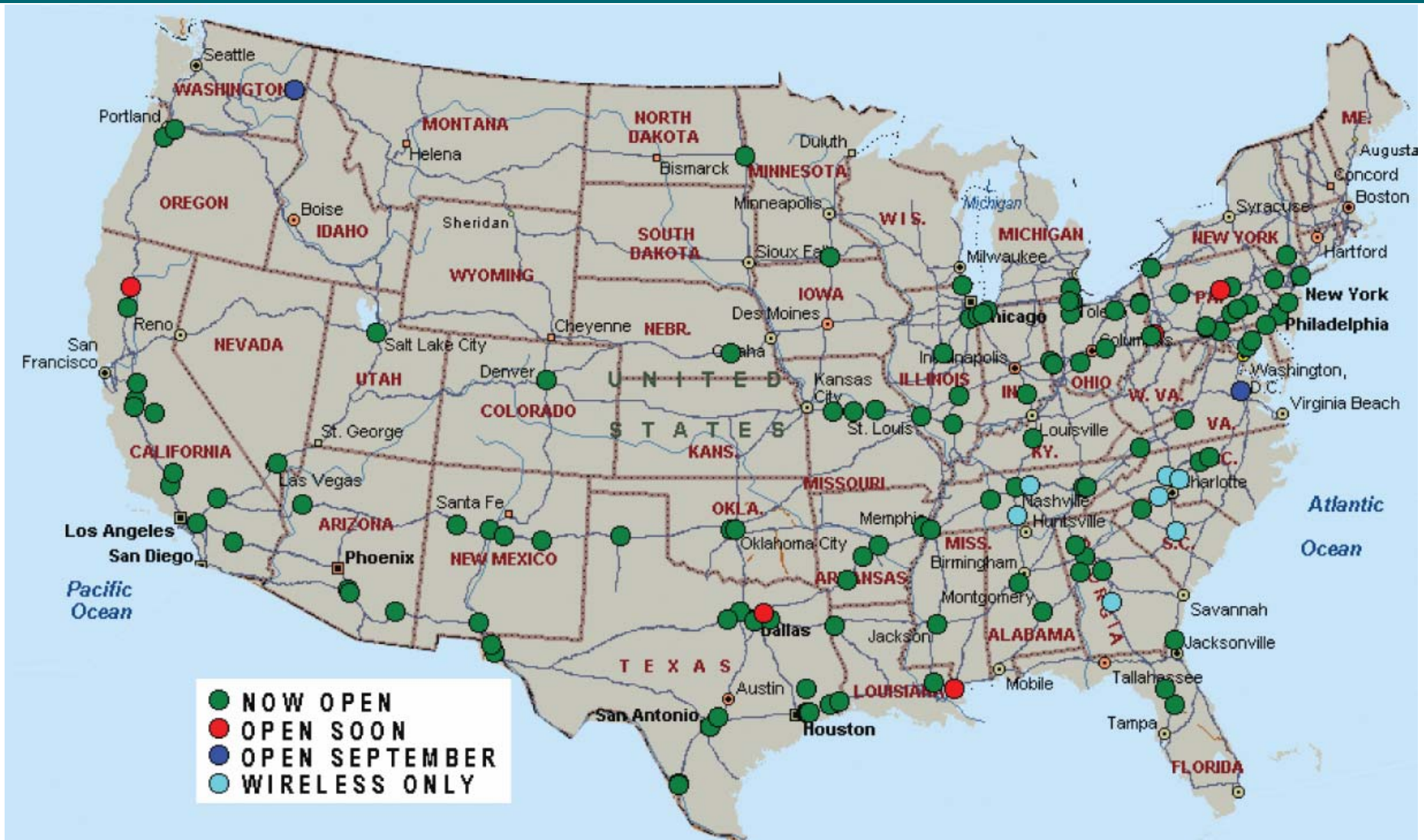
Truck Fleet Sales



IdleAire Myths

Myth	Reality
IdleAire is Government Funded	Only 5% of Funds from Grants
Site Loses Parking Spaces	Net Zero Space Loss System Wide
Only Supplies HVAC Services	120VAC Inside & Outside Cab Communications & Entertainment
Expensive to Use	\$10 Window Adapter. \$1.85/Hour.
Service Module Too Heavy	26 Pounds (~12 Month Old Baby)

IdleAire – 121 ATE Locations Nationwide



ATE® Emission Reductions

Nationwide Emission Reductions to Date		
	Reduction	Factor
CO: <i>(carbon monoxide)</i>	1,032.83 metric tons	(56.14 grams/hr)
CO₂: <i>(carbon dioxide)</i>	191,277.21 metric tons	(10,397 grams/hr)
NO_x: <i>(nitrogen oxides)</i>	2,483.64 metric tons	(135 grams/hr)
PM: <i>(particulate matter)</i>	67.70 metric tons	(3.68 grams/hr)
VOC: <i>(volatile organic compounds)</i>	125.84 metric tons	(6.84 grams/hr)
Total Reductions:	194,987.22 metric tons	

ATE[®] Marketing

- **The Guide Monthly Magazine (140,000 Circulation)**
- **Posters in Travel Centers & Fleet Terminals**
- **Satellite Radio Advertising**
- **Print Advertising**
- **Trade Shows**
- **Driver and Fleet Promotions**

ATE® Promotions

- March Madness
- Taste The Gold
- Free Window Adapter Programs



Clean Cities Partnership

- **Discuss ATE® Network, Features, Benefits, and Promotions With Fleets**
- **Help Identify Port and Terminal Locations**
- **Facilitate Local Permitting & Power Acquisition**
- **Help All Stakeholders Understand Unique ATE® Design and Business Model**

Summary

■ IdleAire's "Win-Win-Win" Value Proposition

- 121 Location ATE Network and Growing
- Onsite and Telephone 24-hour Driver Support
- Truckstop Receives New Revenue Stream with No Capital Investment
- Truck Owner Saves Fuel, Maintenance, Wear and Repair Costs from Idling
- Driver, Truckstop and Community Enjoy Cleaner & Quieter Environment
- Reduces Driver Sleep Deprivation and Fatigue (Improves Driver Safety)
- Reduces Driver Turnover, Helps Retain Best Drivers, Recruits New Drivers



Truck Stop Electrification for the 21st Century

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